

**What is Claimed:**

1. A method in a computer system for applying an effect to a physical environment, the environment having a plurality of spaces, comprising:  
grouping the plurality of spaces into a plurality of groups;  
determining a group of spaces from the plurality of groups;  
determining an effect to be applied to the determined group; and  
causing the determined effect to be applied to the spaces of the determined group such that the effect is applied to each space belonging to the group.
2. The method of claim 1 wherein the effect is the controlling of environmental conditions, such that causing the effect to be applied to the spaces of the determined group controls the environmental conditions of all of the spaces belonging to the determined group.
3. The method of claim 2 wherein the effect is displaying an image on a display device.
4. The method of claim 2 wherein the acts of determining an effect is capable of being performed from at least one of the plurality of spaces.
5. The method of claim 3 wherein the image is an electronic art image.
6. The method of claim 3 wherein the image is one of a plurality of images that are displayed in sequence at periodic intervals.
7. The method of claim 1 wherein the spaces are rooms in building.

8. The method of claim 1 comprising determining a second group of spaces from the plurality of groups and determining a second effect to be applied to the second group of spaces.

9. A data signal transmitted over a computer-readable data transmission medium containing instructions for controlling a computer system to apply effects to a physical environment, the environment having a plurality of spaces, by:

grouping the plurality of spaces into a plurality of groups;  
determining a group of spaces from the plurality of groups;  
determining an effect to be applied to the determined group; and  
causing the determined effect to be applied to the spaces of the determined group  
such that the effect is applied to each space belonging to the group.

10. The data signal of claim 9 wherein the effect is the controlling of environmental conditions, such that causing the effect to be applied to the spaces of the determined group controls the environmental conditions of all of the spaces belonging to the determined group.

11. The data signal of claim 9 wherein the effect is displaying an image.

12. The data signal of claim 9 wherein the computer-readable data transmission medium is a network.

13. The data signal of claim 12 wherein the computer-readable data transmission medium is the internet.

14. A system for applying effects to a physical environment having a plurality of physical spaces, comprising:

a computer having a plurality of computer-readable instructions for providing a plurality of logical groups where each logical group corresponds to a plurality of the physical spaces;  
a plurality of computer readable instructions capable of executing on the computer for selecting one of the logical groups;  
a plurality of computer readable instructions capable of executing on the computer for selecting an effect to be applied to the selected logical group;  
an interface capable of transmitting a signal indicative of the physical effect to computing devices associated with each physical space in the logical group so that the computing device may cause the effect to be applied to the physical space.

15. The system of claim 14 wherein the effect is the controlling of environmental conditions, such that causing the effect to be applied to the spaces of the determined group controls the environmental conditions of all of the spaces belonging to the determined group.

16. The system of claim 15 wherein the effect is displaying an image on a display device associate with each computing device.

17. The system of claim 15 wherein the an effect is capable of being selected by a transmission from at least one of the computing devices.

18. The system of claim 16 wherein the image is an electronic art image.

19. The system of claim 16 wherein the image is one of a plurality of images that are capable of being displayed in sequence at periodic intervals.

20. The system of claim 14 wherein the spaces are rooms in building.

21. The system of claim 14 comprising a plurality of computer readable instruction capable of executing on the computer for selecting a second one of the logical groups from the plurality of logical groups; and

a plurality of computer readable instruction capable of executing on the computer for selecting a second effect to be applied to the second group of spaces.